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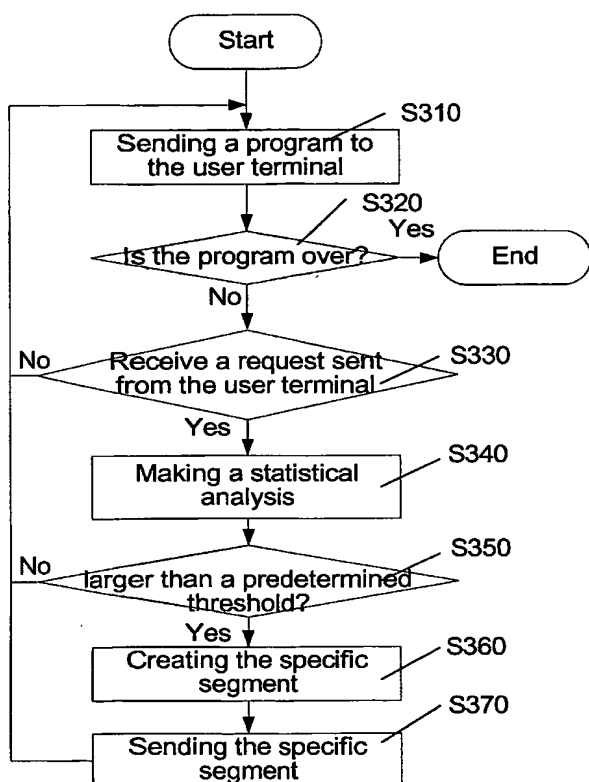
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(54) Title: METHOD AND SYSTEM FOR GENERATING SPECIFIC SEGMENTS OF A PROGRAM



(57) Abstract: The present invention provides a method for creating a specific segment during broadcasting program. Firstly, sending a program to an user terminal; then receiving a request of an user from the user terminal, which requests to create a specific segment, wherein the specific segment is part of the broadcasting program; finally creating the specific segment according to the request. Furthermore, the invention can also send the created specific segment to the user terminal. The invention solves the problem that the choice standard for the specific segment specified by the broadcasting program supplier / the program producer does not meet the real requirement of the users, thereby the users can obtain their required specific segments during watching program to satisfy their individual needs.

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